

## LDDA Board Minutes

528 Main Street, Longmont, CO 80501

October 28, 2015 – 4:15 PM

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**Present:** Sharon Smith-Eisler, Burbidge Austin, Joe Perrotto, Chris McGilvray, Thaxter Williams, Ex-officio Member: City of Longmont, Jim Golden

**Absent:** Gabe Santos, Alex Sammoury

**Guests:** Jessica Erickson, Josh Sherman

**Staff:** Executive Director, Kimberlee McKee; Del Rae Heiser; Emelie Torres

**1. REGULAR MEETING CALLED TO ORDER AND SILENT ROLL TAKING**

**2. BOARD AND EX-OFFICIO MEMBER COMMENTS**

- a. **Good News Check-in** – Chris McGilvray attended the Boulder County ribbon cutting and encouraged the Board members to visit the building.

**3. APPROVAL OF AGENDA** – Joe Perrotto moved to approve the agenda, Burbidge Austin seconded the motion. The motion passed unanimously.

**4. APPROVAL OF MINUTES**

Motion to approve the September 23, 2015 Board Minutes – Burbidge Austin moved to approve the minutes, Chris McGilvray seconded the motion. The motion passed unanimously.

**5. PUBLIC INVITED TO BE HEARD (5 MINUTE MAX PER SPEAKER) - none**

**6. Presentations**

- a. Enterprise Zone Update – Jessica Erickson from Longmont Area Economic Council presented. It is a state program designed to encourage economic development in economically distressed areas. The program offers state income tax credits and sales and use tax exemption to businesses located in the Enterprise Zone. The program takes effect on January 1, 2016. The newly approved enterprise Zone for Longmont included some portions of the DDA. Yearly pre-certification and certification after activity has been conducted are required. LAEC does the certification of the businesses in Longmont. Kimberlee asked the Board if a letter should go out to downtown businesses to bring awareness about the program. The Board directed Kimberlee to send information to businesses and property owners. More information can be found on the website <http://www.longmont.org/Strategic-Advantages/NMEZ.aspx>

Thaxter arrived at 4:40 p.m.

**7. UNFINISHED BUSINESS**

a. West Side Alleyscape Update

- i. Parking Permits/additional parking – Josh shared that demolition in the breezeways has begun. The bulk of the project starts early next year. Del Rae and Josh will meet with the property owners sometime next week to discuss trash enclosure locations. Kimberlee added that funding of trash enclosures was originally going to be split 50% (City), 25% (DDA) and 25% (property owner). The project bid, however, included 100% of the trash enclosure cost. These will be built on private property and the property owner will ultimately own and maintain it. The Board directed Kimberlee to leave the percentages as stated until more information is gathered. Kimberlee met and will continue discussions with Times Call and Elk's Lodge for available parking spaces for displaced parkers. Current parking spaces will also be staged to provide space for the construction materials and equipment. DeFalco Construction has their public information officer who meets with DDA and City on a regular basis regarding schedule and inquiries from businesses.

Sharon asked about issues around removal of arches. Josh is foreseeing some traffic challenges on Main St. once these will be moved.

Joe Perrotto left at 5:04 p.m.

- ii. Support the Cone Zone – banners are up to support businesses during construction. Alleyscape will see these banners also.
  - b. Parking Study – scope of work is complete and City Council approved use of \$25,000 of the parking fund to finance the study. Sharon asked if a presentation will be made to the Board after completion. Kimberlee will have someone come to the meeting.
  - c. Downtown Forum in Jan/Feb – Kimberlee saw Joe Minicozzi speak at the Downtown Colorado Inc. conference. Chris added that the video was cutting edge with a different approach to downtown development. Kimberlee asked the Board if she could invite to speak to the Longmont and surrounding communities in the near future. The Board gave Kimberlee direction to continue pursuing an event featuring Joe Minicozzi. Possible venue would be the Museum auditorium. Kimberlee will know more about cost and sponsorship by November.
8. **FINANCE REPORT** – Kimberlee requested to take \$20,000 from A&E fund balance and appropriate to the budget. As a Creative District, the LDDA will receive \$7,000 from Colorado Creative Industries and Boettcher for 2016. This would be the last year funding would come from them.

Chris asked when the developers of 150 South Main will come back for a presentation. They are scheduled for the November Board meeting.

9. **EXECUTIVE DIRECTOR REPORT**

- a. Holiday update –
  - o 'Haunt in the Mont' event in downtown is on Friday, Oct. 30 from 6-9 p.m. St. Vrain Education Foundation will get the proceeds from the event. Halloween parade will take place on Oct. 31 at 10 a.m.
  - o AMEX neighborhood champion grant was acquired by the DDA again this year.
  - o Holiday buskers, strolling characters and ice carving will be around on Nov 28 for the Small Business Saturday.
  - o Tree Lighting event is on Nov. 27, 6-8 p.m., next to Pumphouse. In-kind sponsors to the event are Broes Electric, Ron's Printing and Yellow Scene Magazine. SVVSD will also be a partner.
  - o 1,200 retail bags will be distributed by DDA this year.

RPA art studio still has 1 artist. The artist asked to pay 20% sales commission after the \$300 rent is paid. Kimberlee plans to look into changing the model to include retail in the space instead of just being a studio. Kimberlee will present options to the Board at an upcoming meeting. Burbidge suggested reaching out to the West Side Historic home tour. Sharon suggested looking into an artist co-op. The Board directed Kimberlee to re-think the model and change the sales commission for the artist to pay 20% after the \$300 rent has been paid.

10. **NEW BUSINESS** – a current downtown business owner is planning to start a Brew Hop Trolley that would transport people between breweries in Longmont for a cost. The trolley will mainly operate on the weekends. The business is working with the Public Utilities Commissions and the owner is asking for a letter of need from the DDA. Kimberlee consulted with City Planning and DDA lawyer for potential conflict or legal challenges should a letter be given. Sharon asked about their business plan and operation. Chris suggested wording the letter carefully. The Board had mixed feeling about providing a letter and setting a precedent in supporting individual businesses before they are established. They declined to provide a letter at this time. Kimberlee will explain to the owner.

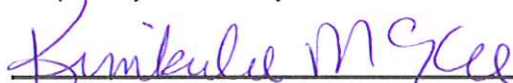
The Board got their holiday party invitations and Kimberlee encouraged them to pass the word. She added having some awards to businesses for different causes. Chris also suggested that in light of new businesses coming to downtown, a welcome card signed by the Board members would be a nice gesture.

11. **ITEMS FROM THE STAFF** – photo shoot schedule was shared to the Board members to sign up.

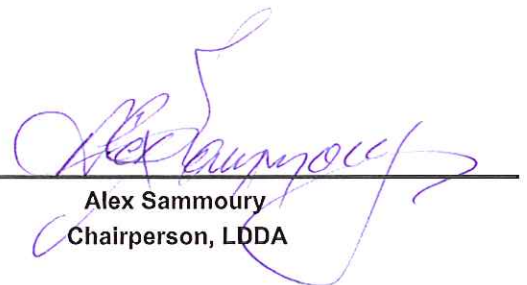
12. **BOARD MEMBER COMMENTS** - none

13. **ADJOURN** – 5:50 p.m.

Respectfully submitted by:



Kimberlee McKee  
Executive Director, LDDA



Alex Sammoury  
Chairperson, LDDA